Evaluation and Cost Analysis

of a

Workplace Health Promotion and

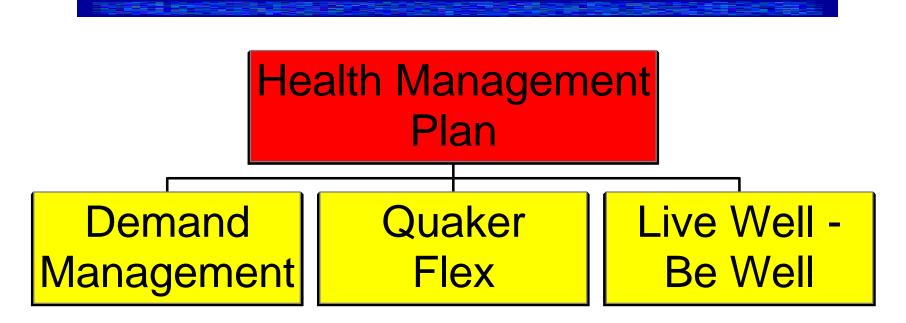
Substance Abuse Prevention Program

Joan Cantwell, MA
Manager of Health and Wellness
The Quaker Oats Company

Background Information

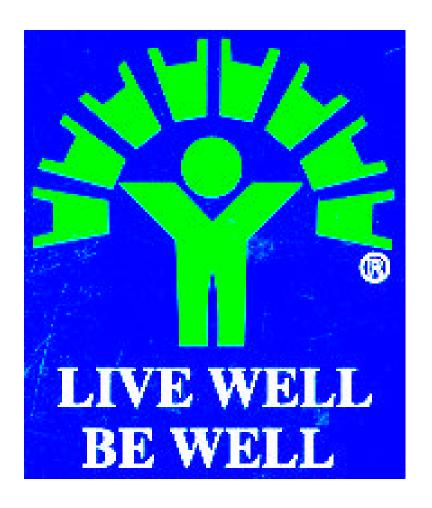
- Headquarters Chicago
- 23 plants
- 13,000 employees
- 6,500 in U.S.

Program Organizational Chart



GOALS

- Health care costs
- Improve productivity
- Competitive advantage



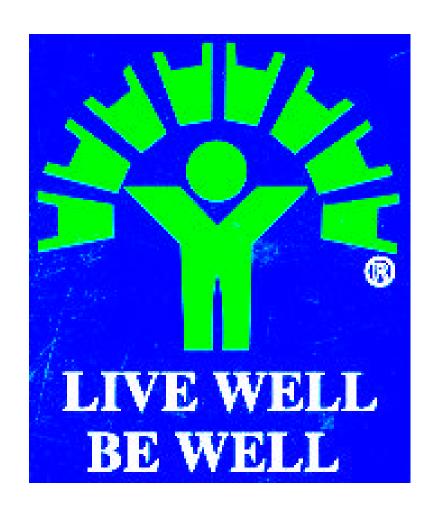
- Fitness Center
- Health Services
- Health Resource Center
- Mother's Room



Assessment

Interventions

Evaluation



Health Promotion Programs

- Voluntary
- Free
- Part of Quaker Oats' Benefit
 Plan



Assessment

- HRA
- Employee Surveys
- Claims
- WC Data



- Exercise/Physical Fitness
 Program
- LIFESTEPS: Nutrition and Weight Management
- Stress Management
- Taking Care of Your Back

- Employee Assistance Program
- Cut the Fat
- Smoking Cessation
- High Blood Pressure Control
- Prenatal

Interventions

Awareness

Flyers/newsletter

Educational

Lunch & Learn

Behavioral

Core programs



- Employee Assistance Program
 - 1 to 3 free visits with an EAP Counselor
 - Free employee handbook contains Quaker Oats' written drug and alcohol policy
- Pre-employment Drug Screening
- Proactive On-Site Substance Abuse Education Program
 - Complies with Drug Free Workplace Act
 - Provides prevention and early intervention services
 - Supervisory training

- Policies posted on Intranet
- EAP On-Site Health Fairs
- Monthly Posters
- Educational Flyers
 - Where to get help
 - Prevention information
- Confidential Mail Information
- Confidential Telephone Counseling
- Self-Study Materials

- HIV/AIDS Awareness
- On the Air
- LifeWorks
- Ergonomics
- Self Care
- High Risk
- Disease Management

Self Care Programs

- On-Site Seminars
- Handbooks
- Appropriate Home Self-Care
- How to Access
 Providers
- Reminder Cards



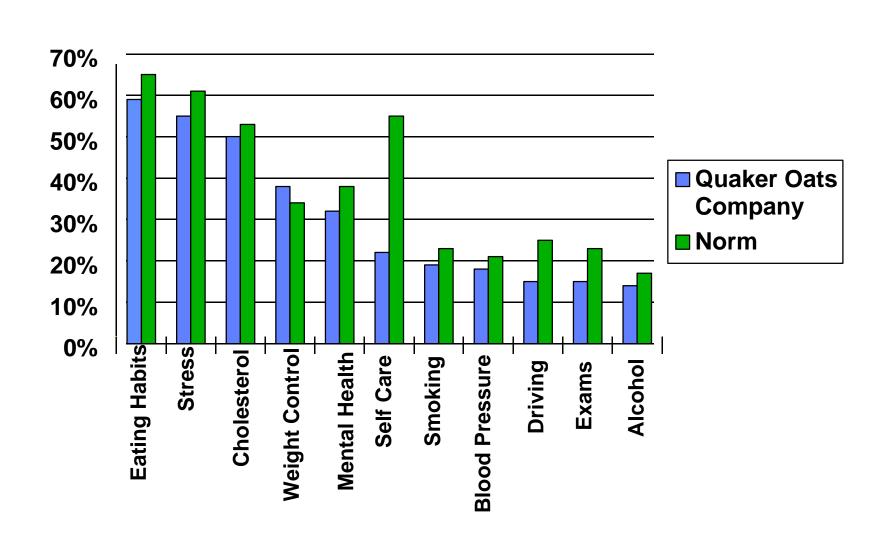
Financial Incentives

- Cafeteria-Style Benefits
- Earn Healthy Lifestyle Credits
 - Participate in health risk appraisal
 - Maintain blood pressure, weight within normal range
 - Attend on-site screenings

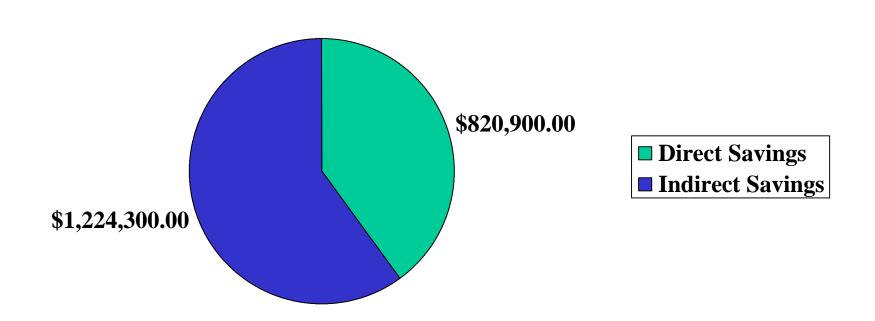
Pledge

- Not to Misuse or Abuse Alcohol or Drugs
- To Exercise Consistently
- To Refrain From Smoking
- Earn Credits On the Honor System

Total Health Risk of 8,257 HRA Participants (1987-1998)



1998 Annual Savings Due To Risk Reduction Total \$2,045,200



HRA Evaluation

• Employee participation:

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1992= 50%
1999= 81%
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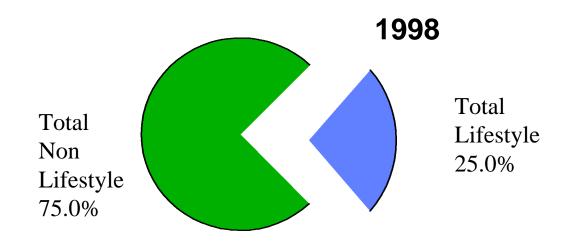
- Change data: 5,897 repeat HRA participants
- Norm data: Quaker better or equal to in 12 of 13 health risks

Evaluation

- Process
 participation
 feedback survey
- Outcomes
 risk change
 health care claims
 goals met
 pre/post



Lifestyle Related Claims as a Percent of Total Benefits Paid Total Active Population



Evaluation cont.

• Cost savings: \$2.0 million annual

• 25.0 % Quaker paid benefits lifestyle related (33% general industry)

Why are we smiling?

- Health care savings
- Employee participation on the rise
- 12 out of 13 health risks
- Well Workplace GOLD Award
- C.Everett Koop Award